

*Tipping Point
Marketing*



*Complete Catalogue Of
Products & Services*

POWER

MARKETING CONSULTANTS

"The effective use of the Power Marketing Program has essentially made traditional advertising agencies outdated and obsolete."

THE WALL STREET JOURNAL.

As seen on:



Forbes

Power Marketing Consultants is a marketing consulting firm located in Boise, ID. It is also the headquarters for the Power Marketing Consultants Network which is the largest network of professional marketing agencies in the world. Our network is comprised of some of the most successful marketing firms anywhere, including several industry experts, vertical marketing specialists, business coaches, and best-selling authors and speakers.

All of the members of our network have been specially trained to use the proprietary **Power Marketing Program™** which is a proven, scientific approach to marketing, that virtually guarantees your dominance in your marketplace.

Power Marketing Consultants also produces all of our customers' marketing fulfillment needs through our 3 subsidiary companies: **Sound Alive Productions** (media production), **Magnus Design Studio** (design agency), and **PMC Tactical** (marketing systems implementation).

This catalog contains an overview of our products and services.



MARKETING CONSULTING SERVICES

Any good company that sells a valuable product or service to their marketplace is usually very good at what they do. But, in today's crowded marketplace, just having a good product or service isn't good enough to win the lion's share of the marketplace that you deserve. Smart companies hire the services of professional marketing consultants who have the ability to measurably improve overall sales and revenue—period. Marketing consulting services are retained by businesses who want to dominate their industry and grow their revenue.

Certified *Power Marketing Consultants* have been specially trained to use the **Power Marketing Program™** which is a comprehensive approach to marketing unlike anything else available. The Power Marketing Program™ has been tested and proven in over 350 industries, and it has consistently driven businesses to become the #1 company in their industry. The Power Marketing Program™ is based on science and human nature, and it was developed by combining some of the most well known and effective marketing techniques from experts like Jay Abraham, Claude Hopkins, Jim Rohn, Steve Jobs, Zig Ziglar, Dan Kennedy, and others.

All of our marketing consulting services are based on the principles of our exclusive Power Marketing Program™. A complete overview of the program can be found on our audio training program, *Total Dominance*.

PRICING SCHEDULE FOR MARKETING CONSULTING SERVICES:

Discovery Meeting: \$499

In a discovery meeting, we will review your existing marketing program, your business and operational systems, and determine where there are gaps and opportunities to grow your business using the Power Marketing Program™. We will then provide you with an overview of what your next steps should be to start immediately increasing revenue.

Web Strategy Design Meeting: \$2,500

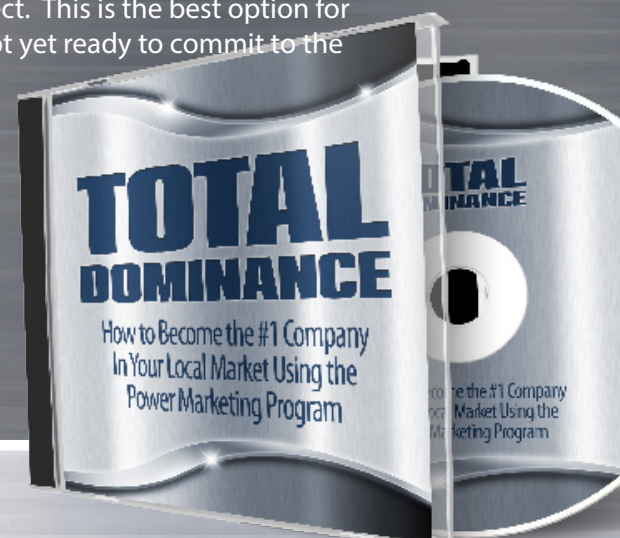
In a web strategy design meeting we will create the strategy so that 80% of your site visitors get what they are looking for in the first two seconds of reaching your site. We will then detail out the scripts that you need to convert your visitors into buyers for you to produce as text, videos or audios.

Single Project (flat fee): \$5,000 to \$50,000

A single marketing project would entail the entire strategic development of a marketing program for your business. The final fee is based upon the scope of the project. This is the best option for businesses who want a "done-for-you" marketing system, but are not yet ready to commit to the *Virtual Marketing Department*.

MARKETING TRAINING:

Total Dominance 2 Day Training Event:	\$5,000
Power Marketing LIVE Seminar (4 hours):	\$499
Total Dominance Audio Program (3 audio CDs):	\$199





VIRTUAL MARKETING DEPARTMENT

According to Salary.com, the average marketing director costs businesses \$120,506 per year. And more than likely, the average marketing director will end up doing your marketing all wrong, since they have been trained and experienced in the use of outdated and obsolete marketing practices.

A better option is to use our **Virtual Marketing Department (VMD)** service. With this option, you can retain our services for a fraction of the cost of a Marketing Director, and actually have your marketing systems and strategies developed the right way, using the **Power Marketing Program™**. You'll get unlimited consultancy. Our monthly retainer fee is relatively low because we make our money on the participation fee—which you'll never have to pay if we can't grow your company. That's how confident we are in our ability to bring you new dollars into your business that you're currently not getting.

On top of that, as a VMD client, we'll handle all your fulfillment needs with a discounted pricing schedule. You were going to pay retail price anyway on the fulfillment items you needed.

VIRTUAL MARKETING DEPARTMENT (VMD) PRICING

Monthly Retainer:	\$1,000 to \$10,000 per month (minimum 1 year commitment) Pricing varies depending upon the overall need of the company
Participation Fee:	10% of year-over-year growth (gross profit dollars) If your revenue doesn't increase, you pay nothing!

VMD DISCOUNTED FULFILLMENT SCHEDULE:

Media Production through <i>Sound Alive Productions</i>	10% discount
Design Services through <i>Magnus Design Studio</i>	10% discount
Marketing Execution through <i>PMC Tactical</i>	10% discount
Full Color Printing	5% discount



Tipping Point Marketing handles all of our customers' media production needs through our relationship with ***Sound Alive Productions.***

VIDEO PRODUCTION SERVICES



Sound Alive Productions can handle *any* video production need. Video projects are billed on an hourly basis. You will be quoted an hourly rate in advance of the project, so you will know the exact amount of hours your project will require. All video production is captured at HD 1080p and includes:

- Professional video production in studio or on-site
- Use of greenscreen for custom backgrounds
- Multiple camera angles
- Moving camera shots
- Custom graphics and B-roll
- Professional audio capture
- Sound effects
- Royalty free audio soundtrack

VIDEO PRODUCTION PRICING

Hourly video editing	\$150/hour
Motion graphics intro/outro	\$299
Professional voiceover narration	\$99/minute
DVD production (DVD mastering, chapter/menu creation)	\$399
Short run DVD duplication	\$5/disc



Download a copy of
our special report on
video production entitled,
**10 Essential Rules to Maximise
the Effectiveness of Your
Marketing Videos**

VIDEO SPOKESPERSONS



To maximize your professional appearance, we recommend the use of a professional video spokesperson for your next video project. Our video spokespersons have the experience to communicate effectively to your audience no matter what the application. Our professional actors and spokesmodels can deliver broadcast ready material for your TV commercials, web videos, and corporate videos, and we have a large selection of spokespeople to suit just about any business.

VIDEO SPOKESPERSON PRICING

30 seconds	\$299
60 seconds	\$399
Bronze Package (available for Bronze Web Design Package)	\$250
Silver Package (available for Silver Web Design Package)	\$400
Gold Package (available for Gold Web Design Package)	\$750

Select from our roster of professional video talent at:
SoundAliveProductions.com



LIVE WEBCASTING



Using modern technology, you can now communicate with your entire audience through live streaming video (commonly called Webcasting). The possibilities are endless since you can now stream video live (just like the evening news) and interact with your audience in realtime (via online chat and social media integration). Our webcasting service includes:

- Use of large teleprompter
- Professional video engineer
- Professional chat feed (users can login via Chatroll, Facebook, Twitter, or as guests)
- Professional in-studio chat moderator
- Advanced audio processing (lapel microphones with studio-quality digital audio processing)
- Professional intros and outros
- Live "Chroma Keyed" background (choose any background you like)
- Live lower thirds
- 2 camera angles
- Archived recording (HD 720p format)
- Customized embedding on your own website or Facebook page
- Option to "Skype In" other live guests
- Email capture

Studio Use: \$299 per hour

- 1 hour minimum
- Includes 30 minutes "prep time" prior to webcast before studio use time is calculated

Streaming FEE: 50¢ per viewer hour

A viewer hour is calculated as the number of viewers times the number of hours the viewers are actually watching (most webcasts do not have 100% of viewers watching for 100% of the duration of the webcast)

Optional Upgrades:

Professional Makeup Artist:

- \$99 flat fee
- Makeup artist must be requested 2 weeks prior to webcast.
- Talent must be in studio at least one hour prior to webcast.

Archived copy of webcast on DVD:

- \$49 (includes custom disc printing)

EXAMPLE COST #1

- 2 Hour LIVE Broadcast with 1000 viewers watching for 2 hours
 - Studio Time: 2 hours at \$299 per hour = \$598
 - Viewer Hours = 1000 viewers x 2 hours = 2000 viewer hours x 50¢ = \$1,000
- Total = \$1,598

EXAMPLE COST #2

- 30 minute LIVE broadcast with 100 viewers watching for 30 minutes
 - Studio time: 1 hour (minimum) at \$299 per hour = \$299
 - Viewer hours = 100 viewers x ½ hour = 50 viewer hours x 50¢ = \$25
- Total = \$324

SOUND ALIVE PRODUCTION STUDIO



AUDIO PRODUCTION SERVICES

Sound Alive Productions is fully equipped to handle all of your audio production needs. Our completely digital recording studio is built around the industry leading 64 bit, Logic Pro software, and can handle up to 255 tracks of audio. We use top of the line microphone preamps from Apogee and have a plethora of professional audio plugins guaranteeing you the absolute best in audio clarity and overall quality.

AUDIO PRODUCTION PRICING	
Hourly audio production	\$150/hour
Radio advertisement production (30 or 60 seconds)	\$250
Custom professional voice talent	\$99/minute
Custom jingles or custom soundtracks	custom quote
Short run audio CD duplication	\$3.50/disc





Tipping Point Marketing Consultants handles all of our customers' design needs through our relationship with ***Magnus Design Studio***.

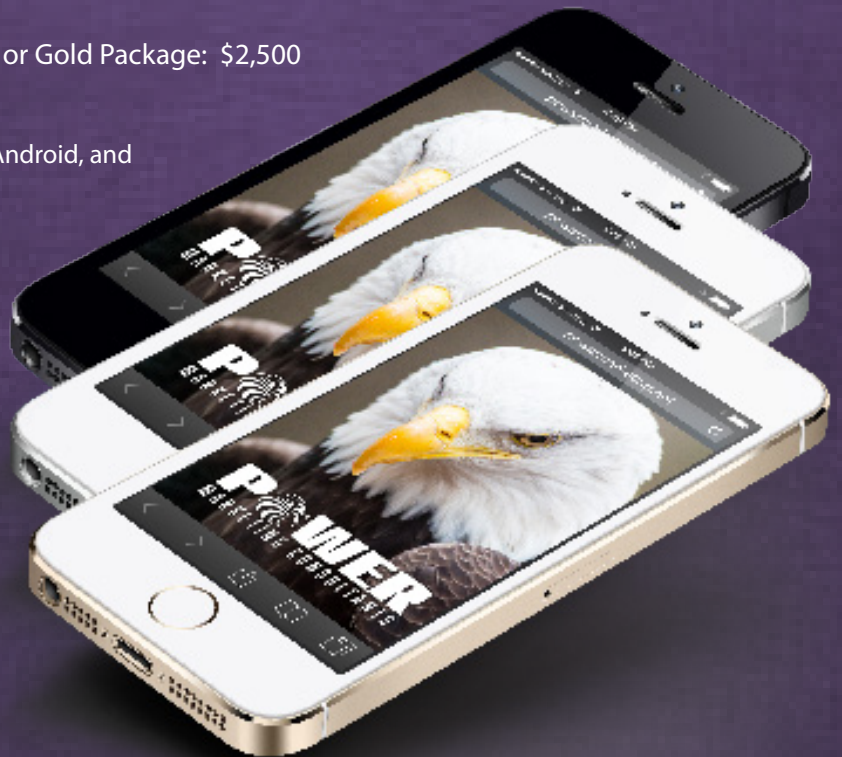
WEB DESIGN SERVICES



MOBILE WEB PACKAGE

Must be purchased together with a Bronze, Silver, or Gold Package: \$2,500

- Custom design for mobile devices
- Compatible with all modern mobile devices (iOS, Android, and Windows Mobile)
- Up to 30 pages (content replicated from main website)
- Custom prepared "Retina-ready" graphics
- Custom "Add to Homepage" icon
- Tap to call feature
- Mobile mapping feature
- Mobile ready video encoding
- Mobile ready audio encoding
- Mobile auto detection
- Custom slideshows and photo galleries
- HTML5 accordion animations



Standard Web Design Packages



WEBSITE FEATURES

Static Webpages	up to 10	up to 20	up to 30
Site Design (HTML 5 compliant and iPad compatible)	Custom Template	Custom Template	Custom Template
Customized Graphics (includes Favicon)	✓	✓	✓
Contact Form (spam protected)	✓	✓	✓
Tabbed Content & Accordion Content	✓	✓	✓
Google Maps Integration	✓	✓	✓
Lightbox Photo Gallery		✓	✓
Advanced Expanded Photo Albums			✓
Integrated Google Site Search			✓
Custom Online Form (email capture, online application, etc.)			✓

WEB VIDEOS INCLUDED

Homepage Commercial (Professional Video)	1	1	1
Additional Videos (Sub Videos) - FAQs and SAQs	0	4	10
PMC Based Video Scripting	✓	✓	✓
YouTube Channel Creation and Optimization		✓	✓
Video Encoding for HD and Mobile Use		✓	✓
Custom 3D Motion Graphics Logo			✓
Optional Professional Video Spokesperson	\$250	\$400	\$750

SEO and SITE OPTIMIZATION

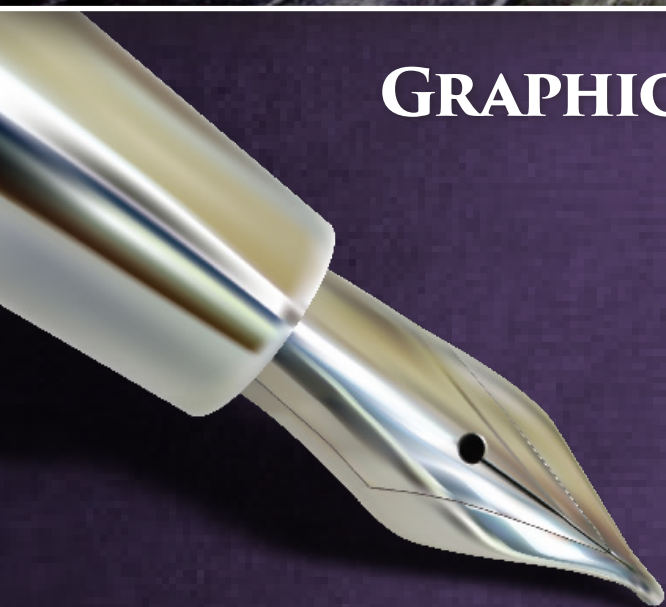
XML Sitemap and Google Indexing Guaranteed	✓	✓	✓
Google Analytics or Get Clicky Analytics	✓	✓	✓
Site Optimization (keywords, tags, headers, linking, etc.)	✓	✓	✓
Google Maps/Plus Optimization		✓	✓
Exclusive Business Relationship			available
PRICE	\$3,999	\$6,999	\$9,999

Download our **FREE**
Website Design Checklist
from our website at
TippingPointMarketing.co





GRAPHIC DESIGN SERVICES



GRAPHIC DESIGN PRICING	
Hourly design fee	\$75/hour
Business card design (per side)	\$25
Postcard / rack card (per side)	\$35
Letterhead or envelope	\$35
8.5 x 11 brochure (per side)	\$50
11 x 17 brochure (per side)	\$65
Logo contest (held on 99Designs.com)	\$399

CUSTOM PHOTOGRAPHY



Your business should always look its best. The only way to ensure that your professional image comes across properly in all advertising mediums is to have custom, professional, high resolution photography taken for your business. Our **Custom Photography** services can handle any and all photo requirements including:

- Custom portraits (in studio or on-site)
- Product photography
- Product catalogs
- High resolution masking (background removal) for marketing material
- Aerial photography

All Custom Photography projects are CUSTOM and are quoted on a per project basis.



Product photography services use professional lighting, lenses, and cameras to capture perfect images of your products.



Stock photo is professionally masked (background is removed) and then color change is selectively applied (blouse is changed)

FULL COLOR PRINTING



4 x 6 POST CARDS	Retail
1,000 - 4/0, 4/1, 4/4	\$150
2,500 - 4/0, 4/1, 4/4	\$250
5,000 - 4/0, 4/1, 4/4	\$325
10,000 - 4/0, 4/1, 4/4	\$500

5 x 7 POST CARDS	Retail
1,000 - 4/0, 4/1, 4/4	\$225
2,500 - 4/0, 4/1, 4/4	\$330
5,000 - 4/0, 4/1, 4/4	\$450
10,000 - 4/0, 4/1, 4/4	\$800

FULL COLOR BUSINESS CARDS	Retail
1,000 - 4/0, 4/1, 4/4	\$65
2,500 - 4/0, 4/1, 4/4	\$99
5,000 - 4/0, 4/1, 4/4	\$150
10,000 - 4/0, 4/1, 4/4	\$250



6 x 11 POST CARDS	Retail
1,000 - 4/0, 4/1, 4/4	\$325
2,500 - 4/0, 4/1, 4/4	\$465
5,000 - 4/0, 4/1, 4/4	\$700
10,000 - 4/0, 4/1, 4/4	\$1300



8.5 x 11 FLIERS & BROCHURES	Retail
1,000 - 4/0	\$200
1,000 - 4/1, 4/4	\$300
2,500 - 4/0	\$325
2,500 - 4/1, 4/4	\$400
5,000 - 4/0	\$500
5,000 - 4/1, 4/4	\$550
10,000 - 4/0	\$825
10,000 - 4/1, 4/4	\$875

These prices include the cost of folding.
Printing on 100 lb Gloss Book with Aqueous Coating
(UV coating additional - request quote)

How to Read This Pricing Guide:
The number "4" represents *full color*
The number "1" represents *black only*
The number "0" represents a *blank side*
4/4 denotes full color on both sides
4/0 denotes full color on one side and blank on the other side, etc.



8.5 x 11 BOOKLETS (8 pages)	Retail
1,000 - 4/4	\$1,399
2,500 - 4/4	\$1,999
5,000 - 4/4	\$2,599
10,000 - 4/4	\$4,499

Printed on 100 lb Gloss Book with Aqueous Coating
(UV coating additional - request quote)

11 x 17 BROCHURES	Retail
1,000 - 4/0	\$320
1,000 - 4/1, 4/4	\$495
1,000 - Standard Folding	\$40
2,500 - 4/0	\$550
2,500 - 4/1, 4/4	\$685
2,500 - Standard Folding	\$60
5,000 - 4/0	\$700
5,000 - 4/1, 4/4	\$900
5,000 - Standard Folding	\$90
10,000 - 4/0	\$1,250
10,000 - 4/1, 4/4	\$1,500
10,000 - Standard Folding	\$160

Standard Folding pricing is for an
Accordion Fold, Half-Fold, or Z-Fold
Printed on 100 lb Gloss Book with Aqueous Coating
(UV coating additional - request quote)

DOORHANGERS	Retail
1,000 - 4/0, 4/1, 4/4	\$250
2,500 - 4/0, 4/1, 4/4	\$399
5,000 - 4/0, 4/1, 4/4	\$675
10,000 - 4/0, 4/1, 4/4	\$1,250

FULL COLOR LETTERHEAD	Retail
1,000 - 4/0	\$199
2,500 - 4/0	\$365
5,000 - 4/0	\$575
10,000 - 4/0	\$1,000

Letterhead is printed on 70 lb premium opaque paper

FULL COLOR #10 ENVELOPES	Retail
1,000 - 4/0	\$275
2,500 - 4/0	\$425
5,000 - 4/0	\$825
10,000 - 4/0	\$1,450

Envelopes are printed on 70 lb premium opaque paper

SIGNS AND BANNERS

SILVERSTEP Retractable Banner Stand



Includes:

- Retractable Stand
- Telescopic Pole
- One Top Clamp or Hook & Loop Bar
- Support Pole
- SilverStep Travel Bag

Graphic Material:
Super Flat Vinyl



Deluxe travel bag is included

SILVERSTEP 24"

\$215

Size: 24" x 85"

Base Width: 25.5"

Weight: 12 lbs

SILVERSTEP 36"

\$270

Size: 36" x 80"

Base Width: 37.6"

Weight: 16 lbs

SILVERSTEP 48"

\$330

Size: 48" x 80"

Base Width: 49.5"

Weight: 21 lbs

SILVERSTEP 60"

\$410

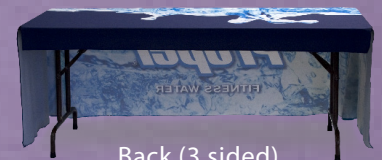
Size: 60" x 80"

Base Width: 61.65"

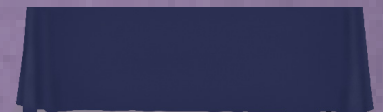
Weight: 24 lbs

TABLE THROW (FULL COLOR CUSTOM)

Table Throws are a great addition to your trade show booth and are sized to fit standard 6ft and 8ft tables. Available in full graphic prints. There are two different styles available to suit your needs. The Open Back version has a full-length front and side material with a shorter edge on the backside. The Full Back version has full length material on the front, back and both sides of the table.



Back (3 sided)



Back (4 sided)

PRODUCT

6 foot (3 sided)

6 foot (4 sided)

8 foot (3 sided)

8 foot (4 sided)

GRAPHIC SIZE

126.5"W x 62.75" H

126.5"W x 84" H

150.5"W x 62.75" H

126.50"W x 84" H

PRICE

\$278

\$358

\$318

\$398

TPM TACTICAL

TPM Tactical handles all of the tactical execution of marketing strategies for our customers. This includes the services listed below as well as *other* specialty services like: list acquisition, market research, industry surveys, and more.



INTERNET MARKETING

- Email marketing
- Landing page development
- List building and engagement



SOCIAL MEDIA MARKETING

- Facebook, Twitter, Google + maintenance
- Branded social media pages
- Advanced Facebook PPC



SEARCH ENGINE OPTIMIZATION

- Keyword research
- Site optimization and management
- SEO, SEM, PPC



AUTOMATIC FOLLOWUP SYSTEMS

- InfusionSoft development
- Instant Customer integration
- Email drip campaigns



DIRECT MAIL MARKETING

- Automated envelope stuffing
- Bulk mail rate
- Postcards and letters



ONLINE REPUTATION MANAGEMENT

- Rapid review system deployment
- Integrated website review system
- Creation of promotional reviews material



TIPPING POINT MARKETING

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